

# CONTACTS



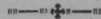
"HALLOWEEN APPLES!"

OCTOBER • 1937

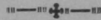
## **"Satisfaction Guaranteed— or Your Money Refunded"**

This could hardly apply to Life Insurance, because the policyholder very often has passed on—His beneficiary claims the money, and if she finds the insurance money is not sufficient, it is too late to complain.

**Life Insurance can be obtained  
only by living people**



***It's Easy to Pay — The Eaton Way!***



**The T. Eaton Life Assurance Company**  
Seventh Floor, Hargrave Street - - Winnipeg



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Published Monthly by <sup>THE</sup> T. EATON CO. LIMITED of Winnipeg, Manitoba,  
for distribution to the Co-workers of the Organization.

Editor: W. E. C. HURLBURT

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VOL. 6

OCTOBER, 1937

No. 10

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## Count Ten—Before You "Go Off the Deep End"

*"If you can keep your head when all about you  
Are losing theirs and blaming it on you, . . ."—Kipling.*

WHEN they're "blaming it on you" and you're so mad you could blow up the works—don't. Count ten, calm down—and think it through. You'll probably see things in a different light, and anyway it *pays* to keep calm.

One of the most devastating instruments of destruction in business is a quick temper or discourteous manner—whether it be found behind the counter, in an office—in the form of a snippy letter or a discourteous response over the telephone.

In a busy store or office where there are constant petty little irritations, noise, haste and confusion, it is the controlled, courteous individual who is recognized as a leader.

Many a man can trace his quick success to his ability to keep cool "under fire"—to his poised manners and gracious ways, his ability to mix, his talent for attracting friends.

Courtesy and good temper in any business are also the best protection against the rudeness of others.

You can't "go off the deep end" or be rude and impatient with the salesman or customer who is so pleasant and well-mannered that you want to grasp his hand and say, "I'm glad to know you." Whose very presence in the noisy, nerve-jangling office is restful.

In the "Book of Business Etiquette" we read: *"Every young man worth his salt believes that he can reform the world, but every old man who has lived in it knows that it cannot be done. Somewhere halfway between they meet and say, 'We'll keep working at it just the same,' and then business begins to pick up. But reaching the meeting ground takes tolerance and patience and infinite politeness from both sides."*



## HAVE YOU SEEN THE NEW EATONIA SLOGAN?

The new phrase appearing on all Eatonia tickets now reads: "*Eatonia Value is Unsurpassed.*"

By exhaustive Research Bureau tests we know that, like its predecessor, this new phrase is not simply a slogan—it's a fact. It emphasizes the value that all Eatonia merchandise presents to the customer. The Research Bureau has proven Eatonia values are *unsurpassed* by regular values elsewhere. The purchasing and pricing of Eatonia goods is done with the most elaborate care to maintain the highest measure of value at all times.

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## ORIGIN OF OCTOBER

The month of October takes its name from "Octo," which is Latin for eight. October was the eighth month of the old Roman year, but when the Julian calendar was adopted October became the tenth month, but retained its original name.

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*Hallowe'en*, the popular name for October 31st, comes from the vigil of the feast of All Saints, otherwise All Hallows. In Roman Catholic countries Hallows Eve is the occasion for visiting cemeteries and laying flowers on the graves of friends and relatives. In Great Britain, Canada and the United States, however, it is a night devoted to merrymaking and divination of the future. A night when the neighborhood boys and girls borrow mother's clean pillow cases to stage their merry "hold up" of Hallowe'en apples. A night to "dress up" and do a bit of clowning with the kids—a night to "let yourself go" in a round of gaiety and wholesome fun!

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Kipling gave us a masterly definition of co-operation in these familiar lines:

*"It ain't the individual, nor the army  
as a whole,  
But the everlasting team work of  
every bloomin' soul!"*

## BRITISH TRADE COMMISSIONER'S WIFE PROVES INTERESTING CUSTOMER

Eaton shoe salesmen are not infrequently brought into contact with great artists, celebrities and distinguished visitors. For example, one salesman writes:

"A much-travelled lady, judging from her conversation, came into our department recently. While serving her I found that she was not only interested in how we arrived at a shoe fitting, but also in what she termed 'the great Eaton enterprises' across Canada.

"The fact that we had foreign offices to keep us in touch with world markets, as well as a few other facts given from memory regarding our own Store so appealed to her that she asked for further information. If possible I would like to have the following copies of *Contacts* to send to her (the wife of a British Trade Commissioner): January, 1937—figures comparing 1869-1936; March, 1937; July, 1937—"236 Steps."

"Having such visitors in our midst, anxious for the interesting information about this organization, gives us advertising that is, no doubt, of real value."

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## THE WORLD NEEDS:

- More people whose opinions are original.
  - More patriotism untainted by selfishness.
  - Less nationalism and more internationalism.
  - More energy spent on production.
  - Less energy spent on destruction.
- Canadian Finance.*
- 

## NEW CURRENCY CONFUSING TO MANY

Most of us are as yet unfamiliar with the new Bank of Canada bills (no joke intended) and they are causing some confusion. Customers sometimes give a \$10.00 bill to the salesperson believing it to be a \$2.00, or mistake a \$5.00 note for a \$2.00. Salespeople, too, sometimes find this new currency confusing.

The best thing to do is examine these bills closely, also repeat the amount of the currency handed you back to the customer immediately you receive it. Shortages are often costly and unsatisfactory to everybody concerned.



## TRIBUNE EDITOR-IN-CHIEF ADDRESSES EATON MEN'S CLUB

With Mr. W. L. McTavish, Editor-in-Chief of the Winnipeg Tribune, as guest speaker, a highly enjoyable programme and a good dinner—all staged in the pleasing atmosphere of the Marlborough Hotel's Blue Room—the Eaton Men's Club got away to a fine start for its new season of activities on Monday, September 20th. Mr. Frank Frogley, president of the club, was in the chair.

Introducing Mr. McTavish, Mr. R. J. Fry spoke briefly of the value of a free and unrestricted press to the community. He also referred to the friendly relations that had long existed between the Tribune and Eaton's, and paid a special tribute to Mr. McTavish for the valuable contribution he was making to the Canadian Press.

Mr. McTavish prefaced his address with humorous incidents of rhyming or over alliterative headlines and typographical errors in newspapers that sometimes put a ridiculous twist to a serious article. Launching into his subject, "The Power of the Press in the World Today," Mr. McTavish said, in part:

"Newspaper standards in Canada are steadily rising—news is becoming more reliable and complete. A free press working towards higher ideals in the United States, is an important factor in the growth of a spirit of unity in China. It is also, in a sentence, a pillar of freedom in all democratic nations.

"Dictatorships in Europe meant that one half of the continent was shut off from moral, intellectual and political intercourse with its neighbors. In olden days emperors and kings probably would have liked to obtain the same isolation from undesirable ideas for their people, but travelling friars, books written in Latin, and read by the intelligensia in all countries prevented this.

"Quoting Andre Gide, distinguished French author, 'loss of a free and honest press meant that people of the nation had no means of comparing themselves with other peoples and became self-satisfied and vain about their accomplishments.'

## *Pillars of Democracy*

"There are four pillars of democracy: Freedom of religion, speech, assembly and of the press. If one of these falls, the whole temple crumbles. We lose not merely liberty of the press but the liberty of the people."

A vote of thanks was proposed by David Howard. Musical and vocal selections were given by Victor Taylor, Henry Merritt, Louis Grennett, Frank Harper and the Men's Club Orchestra, under direction of W. Lord.

## Prize-Winning Author Addresses EATON WOMEN'S CLUB

The first meeting of the club would indicate that this season will be an even more interesting one than the last. We have no hesitation in urging prospective members to get their membership cards and stop being "prospective."

The September meeting was a dinner meeting—an enticement to anyone. The programme committee were fortunate in their choice of Miss Betty Harvey, pianist, for the after-dinner musical programme. To add further proof to my opening statement, I would say that Mrs. Kathleen Strange was our guest speaker. Her lively and intimate talk on "How Books Are Written," based on her prize-winning novel, "The West in Her Eyes," was to say the least thoroughly enjoyable—no speaker could have wished for a more attentive audience.

Get your membership card without delay—it's going to be a grand year.

—M. Otto.

## A WELL-SPENT DAY

Take a dash of water cold  
And a little leaven of prayer,  
A little bit of sunshine gold  
Dissolved in the morning air;  
Add to your meal some merriment  
And a thought for kith and kin;  
And then, as a prime ingredient,  
A plenty of work thrown in;  
But spice it all with the essence of love  
And a little whiff of play;  
Let a wise old book and a glance above  
Complete a well-spent day.

## Sand in the Engine

*From "Calisthenes," Selfridge & Co. Ltd., London, England*

If an engine is running badly because of low-grade fuel, if it has lost pulling power for need of decarbonization, there is all the more need to keep it free from friction. It will stop altogether if by lack of oil or accumulation of dirt, friction is multiplied.

It is obvious to most people that something has gone wrong with the world's economic engine. It is not pulling the way it should. The garage mechanics have not quite decided what is the matter with it.

Every business house is part of this great engine. It may be just a little cog and ratchet; it may be a group of wheels and levers; but they take their speed from it and affect the movement of the whole great system.

The more need is there to keep their part of the engine running freely. The greater the pity is it that at such times as these friction tends everywhere to increase.

Lack of hope, lack of good humor, lack of comradeship, lack of loyalty, lack of ideas, lack of confidence, lack of ambition—these are all sand in the engine. They cause a local slowing up wherever they are found, perhaps a local breakdown. The effect passes out to the whole great machine. The friction temperature rises everywhere and the laboring engine labors still more heavily.

Now, if ever, cheerfulness and friendliness and courage are worth a fortune a day. They are worth it to the business itself; they are worth it to the city; they are worth it to the nation.

In this store we have always prized and cultivated and exercised these bright virtues. Even in what are now becoming the almost fabulous days "before the War" and in the heady exhilaration of the early twenties, we held it clearly before us that hard work was no good if we had to be morose about it, that enterprise was no good if it was to make us nervy and irritable. We have held from our first day that the best things in life—cheerfulness, friendliness, hopefulness, the smiling readiness

to be of service to others, the happy willingness to co-operate for ends other than our own advancement were also the best things in business.

We prize and cultivate them now more than ever. It is not difficult for any observer to see around him in the world signs of the growth of friction. Men and women complain of their business chiefs and of their colleagues. They are sullen when they ought to be smiling. They nurse grievances instead of ideas. They sink into inertia when they should be up and doing.

For the sake of the public, for the sake of the whole country, as well as for our own sake, we consider it more than ever our ambition and duty to keep this Business House the most cheerful in the world.

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### THE MAN WHO KNOWS WHAT TO DO

Every business, in these difficult days, needs a man of imagination—one who knows what to do.

Every board meeting and every conference comes to nothing unless there is at least one man who can suggest a practical thing to be done.

It is not enough to know all about the routine of the company. Experience does not necessarily give a man imagination.

Experience means knowing what has been done. And that won't solve the new problems of today.

The firm that is making good profits today is the one that is doing something different.

Many an old-fashioned firm would do well to call in an outsider who has imagination. He can make suggestions and the firm can choose those that suit best.

If any firm has a creative thinker, it must dig him up and make a good use of him. Those firms that have none are in great danger.

Experience is not the main thing. Many of us who are older men are finding that out, though we don't like to admit it. The main thing is to *know what to do*. —*Efficiency Magazine*.



## "THE AVERAGE AMERICAN"

*A writer in "Key of the House" (Selfridge's, London), makes this interesting commentary on our neighbors "across the imaginary line."*

### Things Noticed in America in a Fourteen-Years' Stay

- 1—The average American enjoys more out of life than any other country.
- 2—The average American drinks four pints of water a day.
- 3—The average shop assistant does not wear black.
- 4—The average American presses his trousers more often than we do.
- 5—That the average house in America is more hygienic.
- 6—That the radio is a comfort to listen to.
- 7—That the movies are a comfort to go to.
- 8—That roads are a comfort to drive on.
- 9—That the average American has a car.
- 10—That all restaurants supply water, serviettes and toothpicks.
- 11—That the average American receives wages every two weeks.
- 12—That the average American child of 14 to 16 is more educated and intelligent.
- 13—That there are drinking facilities on every other street corner in all principal cities.
- 14—That the average office and public building has a distilled water fixture with paper cups for drinking purposes.
- 15—That baseball is to an American what football is to an Englishman.
- 16—That the average American wears light or grey clothes.
- 17—That the "vest" or waistcoat is not worn.
- 18—That the barber shops are a comfort and every barber is a qualified man with a certificate fixed over his chair which denotes he has passed his examination.
- 19—That the average man who has been to America wants to go back.

## THE VALUE OF A SMILE

It costs nothing but creates much.

It enriches those who receive it, without impoverishing those who give.

It happens in a flash and the memory sometimes lasts forever.

It creates happiness in the home, fosters good will in business, and is the countersign of friends.

It is rest to the weary, daylight to the discouraged, sunshine to the sad, and Nature's best antidote for trouble.

It cannot be bought, begged, borrowed or stolen, for it is something that is no earthly good to anyone till it is given away.

And if, in the hurry and rush of business you meet someone who is too weary to give you a smile—leave one of yours.

For no one needs a smile quite as much as he who has none left to give.

*Clipped from the Bulloch Way.*

## MANNERS OF THE MOMENT

"May I borrow a match?" is one phrase that gives us the jumping jee jaws. Any one who thinks we want a match returned after it has been used has got us all wrong. We're no ash tray.

Anyhow we think it's a bit affected to speak of borrowing when you mean swiping. Some people have the idea that it's genteel to say, "May I borrow your paper?" instead of "May I have your paper?" We don't agree with them. We'd rather have people tell us just exactly what their intentions toward our paper are. It might just be, you know, that we had intended to clip out a recipe or something.

And as for matches . . . we really would just as soon give them away. And so would most people. So we do wish borrowers of matches would just give in, and learn to say, "Please will you give me a light?"

*—Clipped from the New York Sun.*

## "Quit If Your Boss Is a Boob!"

*Says the President of Lord & Taylor, New York*

With blithe insouciance (or was it with his tongue in his cheek?) Walter Hoving, president of Lord & Taylor, laid down a new rule for eager young people who are just starting out to conquer the world of business. It had to do with the proper time to quit a job. Now not all young people have yet solved the problem of how to get that first job, but Mr. Hoving didn't go into that and so neither will we.

Now from time immemorial there have been five standard reasons for quitting a job. Let's list them in the proper order:

- 1—I don't like the job.
- 2—I can't stand the boss (or the straw boss).
- 3—The pay is too small.
- 4—No future here for me.
- 5—I'd better quit before I get fired.

To this list Mr. Hoving has added this next commandment:

- 6—Quit when you discover the boss is a boob.

When this sage advice from the head of one of the nation's most important stores circulated up and down Fifth Avenue and points East and West there was much consternation. There was a moment of panic when it was feared that, times being better, all of the employees might follow this advice. In one store it was conservatively figured that if this word of wisdom were put to practical test that next day there would be only three people to work. These would be, in the order of their importance, the president (who had no boss) and a porter and a scrubwoman, neither very bright.

In an effort to stir up some discussion on this question *Retailing* sent out three of its best reporters to interview store employees. These are the verbatim stories that they brought back:

Sadie — (salesgirl and college graduate. She majored in biology): "I think Mr. Hoving's idea is just marvelous. What a perfect proving ground for Darwin's principle of natural selec-

tion. An executive who never could keep a staff would automatically be proven a boob. It would improve the breed of bosses. We might eventually get good ones. For instance my boss —" (but a customer ended the interview).

John — (buyer, fired twice in the last year): "I've never had time to discover if my boss was a boob or not. He always beat me to it."

Mary — (personnel executive, specialist in human understanding): "I wonder it hasn't occurred to Mr. Hoving that there is something wrong with the alert young person who doesn't consider his boss something of a boob. To the young, a boss, invariably an older person, is an old fossil and therefore something of a boob."

Johnny — (a packer): "Let me put this guy Hoving wise. Maybe he never worked in a packing room. So he's got a new reason for quitting, has he? Let me give him some reasons for *not* quitting, unless you have a lot of dough. Put 'em down:

- "1—I like to eat regular.
- "2—I wouldn't know where to get another job tomorrow.
- "3—The missus would beat my ears off."

So that, dear reader, is all the commentary we can offer you today on the "Hoving Rule" about when to quit your job.—*Retailing*.

### HIGH HORSE

When a knight, arrayed in full armor, went parading through the countryside exacting patronage from the peasants, he was said to be "on his high horse." And for good reason. It took a large horse to support him and his accoutrements, in contrast to the smaller horse he used when more peaceful bent. Thus, today, when someone displays especial aggressiveness, we still use the same expression.

—*Phoenix Flame*.



## Will It Wash?

The most common customer question in every department store on 34th Street, New York, is "Will it wash?" training directors declare. So many sales have been lost because clerks were not equipped to answer this simple question correctly that washability training is considered almost as essential as salescheck instruction for salesgirls in underwear, infants' and children's wear and many first floor departments.

Early in the spring season at Stern's, McCreery's, Macy's and a number of other establishments washability meetings are held on all floors. Specific directions for washing and ironing the merchandise of the floor are given in oral and written form. Salespeople are very carefully instructed never, never to assure a customer that anything is washable if there is the slightest doubt as to how it will react to soap and water.

In many establishments, tags for the merchandise supplement the salesgirl's instructions, so that even the most careless customer can wash her purchases with safety. Training directors believe in such tags, provided they are straightforward and helpful.

An out-of-town training director once went so far as to actually wash and iron a corselette in front of the salespeople to make the washability meeting graphic. It was really very simple to stage. Housewares lent a wash tub, ironing board and cover, electrical appliances sent a heater and its demonstration iron, and the notions buyer set up his pet travelling clothes rack as he gave the group a short talk about the sales points of the item. The department bought a turkish towel and a box of soap flakes and started doing its washing in public. The drying time was shortened with an electric heater. The demonstration proved so impressive that several weeks later the publicity department swiped the idea and incorporated it in its public fashion show on summer sports clothes.

—From *Retailing*.

## How Many "ANTS" Do You Know?

Here is a popular shipboard competition arranged for the diversion of passengers on the R.M.S. "Ausonia." It was sent to *Contacts* by Mr. Reg. Godwin, Department 215, who recently returned from England on the "Ausonia." Answers will be found on inside back cover. How many can you get correct? No peeking!

### R.M.S. "Ausonia" "ANT" COMPETITION

The answers to the clues indicated in this competition all end with "ant," as for example:

*Charming Ant—Enchant.*

- 1—Floating Ant.....
- 2—Shouting Ant.....
- 3—Small Ant.....
- 4—Great Ant.....
- 5—Mammoth Ant.....
- 6—Rejoicing Ant.....
- 7—Bending Ant.....
- 8—Stubborn Ant.....
- 9—Begging Ant.....
- 10—Travelling Ant.....
- 11—Doubtful Ant.....
- 12—Unwilling Ant.....
- 13—Alphabetical Ant.....
- 14—Hard Ant.....
- 15—A Plain Ant.....

### FORWARD!

"Be the noblest man that your present faith, poor and weak and imperfect as it is, can make you be. Live up to your present faith.

"So, and so only do you take the next straight step forward, as you stand strong where you are now; so only can you think the curtain will be drawn back and there will be revealed to you what lies beyond." —Philip Brooks.

## Don't Merely Suggest Extra Purchases— When Possible, Demonstrate Them

It is "demonstration selling" rather than "suggestive selling," at Adler's, says a recent *Retailing* item. The new phrase represents a new approach to the matter of leading a customer from one purchase to others. Instead of asking a customer if she needs anything else, or suggesting the purchase of this or that, the sales person makes opportunity for actually showing an item that is suggested by the purchase—and demonstrating its particular characteristics.

The new approach followed an intensive study of "suggestive selling" by executives and the sales personnel department. From this research it was observed that relatively few additional sales were made, and that one common tendency of sales persons was to call the making of a suggestion the end of the job. An executive explained that, after giving attention to methods of sales persons and actions of customers, it was noticed that very often the customer found it extremely easy to say "No." Example: Denying that she wanted to buy hose or a hat or a dress, after having bought a sweater. During the inquiry a demonstration of testing hosiery was set up near the entrance; where there was always a crowd—and hosiery sales shot up.

From this clue, the idea evolved of putting salespeople on their mettle. First, to think quickly of an item that could be offered to a customer in connection with a purchase already decided on. Then think more quickly to devise a way to show, and if possible demonstrate this item—before saying anything about it to the customer. For example, a sales person having closed the sale of a hat might excuse herself a moment. Then slipping away while the customer was waiting for the hat to be packed, or change to come back, the saleswoman might bring a dress or scarf. Similarly, she might beckon to a salesperson in another department, to bring such-and-such a garment which she had managed to designate during her selling of a dress. Thus the gar-

ment, say a fur coat, would be right there for trying on without any preliminary conversation about fur coats.

It is said that this demonstration selling actually dramatizes an intelligent interest in the customer's possession of the item already bought. Also that the salespeople appear much more alert to discern an appropriate item to provide with the one bought.

### "TO MARKET, TO MARKET..."

*"The dollar you hang on to is worth 75c. The dollar you spend is worth \$1.50."*

We are quoting from an excellent advertisement of the National Publishers' Association.

*Read on and see how they prove it!*

A Dollar went to Market. It shivered a bit when it started. It was a timid dollar, scared of crowds.

When it got to the market-place, it saw a lot of signs. "Coats reduced." "Shoes at a bargain." "Hats at new low prices."

"Do these signs really mean what they say?" Dollar asked itself. "Because, if they do—"

Just then, another Dollar came along looking like a dollar-and-a-half, all dressed up in new clothes and carrying a big basket of food.

"Oh, I say," cried the Timid Dollar, "how can you afford all these new things?"

"Ha, ha," laughed the Dressed-up Dollar merrily, "go into the market-place and see!"

"Do those signs really mean what they say?" asked the Timid Dollar.

"Yes, they do! And the values are wonderful!"

With that, the Timid Dollar ran to the market-place, and came back looking like a dollar-and-a-half, too. By the time the envious Stay-at-Home Dollars got to market, the signs were down and the prices had all gone up.

Yes! "The dollar you hang on to is worth 75c. The dollar you spend is worth \$1.50."—*Better Vision Institute.*



## How Would You Sell a Hat to a Woman Over Forty-Five?

*She is One of the Department's Best Customers, Says "Women's Wear," but Must Be Properly Approached and Intelligently Sold*

Quoting *Women's Wear*:

*"Is she a woman over 45? Is she important looking and does she want her hats to conform to what she considers her type? Has she found getting a hat to suit her an easy proposition, or has it been a problem?"*

"When a woman answering to the above characteristics goes in to buy a hat, in many millinery departments she is shown one of two types. Either it is a very extreme, rakish shape designed for the deb, or it goes to the other extreme and by dint of its voluminous crown and uninteresting brim may attract the woman too old to be fashion-conscious. Neither of these is suitable to the over-45-year-old customer.

"The buyer of any millinery section is fully aware (and this is especially true of department stores) that the woman over 45 is one of her 'best bets.' She has the money to buy a good hat and that is what she wants. She invariably belongs to a social set that goes in for a lot of luncheons, bridges and matinees, and for that she requires a definite type of hat. Once you make a customer of this type woman, you have her forever. She is not nearly so apt to be fickle in the matter of her millinery sources.

"What is there in the 1937-1938 millinery programme which your sales force should sell to the woman who is neither kittenish nor frumpish?

"The various versions of side-rolled and up-in-back brims, providing they are not overdone, and reflecting the 1900 influence are to be recommended for this class of customer. These hats may be felt, velours, velvet, or novelty material.

"As a second type, and one which is considered a woman's staple, is the larger beret. Women are constant, season in and season out, to berets, and the new coiffure-exposing lines this season

are particularly suitable for the woman of mature years.

"A third style-type is the turban, draped with a certain degree of heaviness, as identified with the Oriental character. The shako in several of its many interpretations is also a smart type for her, especially in fur.

"For sports, certain narrow brims, with high crowns casually manipulated and with a jaunty quill will prove becoming.

"Women have always liked velvet-pasted ostrich. Now is the year when ostrich is entirely fashion-right and you will have no sales resistance. Women like trimmings in general, and you may recommend hats trimmed with jeweled pins, veils, and embroidery."

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### SMILE AWHILE

"*The Field Glass*," published by and for the employees of Marshall Field & Company, Chicago, yields this gem:

A back order in one of the sections was ready to be sent out when it was discovered that only the customer's name and telephone number were on the order. The salesperson's telephone call was answered by someone who evidently did not speak English very well. The situation being explained, the conversation went something like this:

Salesperson: "Now, if you will give me the address, I'll send the merchandise out right away."

Voice: "Vait yust a minoot, please."  
A pause of several minutes . . . then:

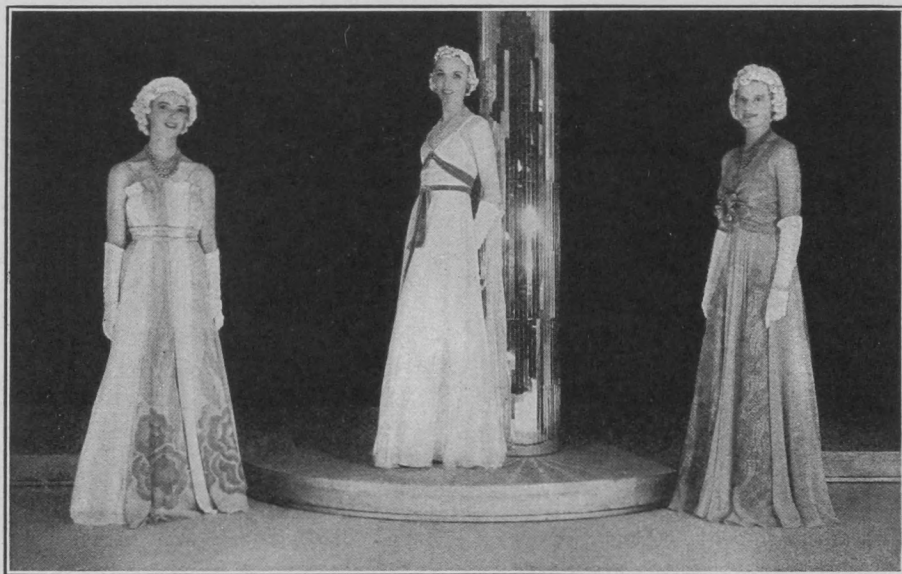
Voice: "It says 714."

Salesperson: "Thank you, but what is the name of the street?"

Voice: "If you think I run down to de corner yust to get the name of de street, you're crazy. Gootbye."

# Finale!

*A Climax of Impressive Beauty Marks the Closing Scene as Eaton's Presents the Fall Fashions of 1937*



*Left to Right—Betty Knox, Sybil Lay, Vivian Keeler.*

Very complicated, very fascinating, the Fall Fashions of 1937. You've read about them—heard about them—and Wilma Blocher, Walter Nixon and company did a smart job of sifting and selecting to present them so concisely, so charmingly at the recent Fashion Teas.

Bouquets are in order for them. Likewise for the streamlined models . . . for the classic setting wherein they promenaded . . . for the musical background . . . for Mildred Sincham of the Ziegfeld limbs, neatly filling the role of personal - maid - cum - furniture - mover . . . for the offstage assistants and their clever quick-change work.

With masses of information to present, scores of styles to show, there was never a dull moment from the minute Miss Blocher stepped before the microphone to the phosphorescent loveliness of the evening fashion finale.

It was exciting to see the alluring ensembles, but nice to learn that one can be smart without possessing a silver fox coat, even if it *is* high fashion . . . to find that even if elegance and extravagance are tops, there's plenty of

choice for the junior and her limited budget.

Putting autumn style on a practical basis without losing its allure is no easy matter. But the impresarios of the Fashion Teas did it—which is no mean feat.

## DRESSING FOR MEN?

One of the theories about women and clothes is that they spend their time and money not to impress the males but to make each other envious. The reason for this seemed to be that a man never sees what they have on anyway, so that the only possible audience is their own sex.

But possibly times are changing. A survey made by a Boston store showed that 100 Harvard students not only see what their "dates" wear but have very definite ideas on the subject. This is, of course, contrary to all precedent and tradition, but the facts must be faced. Perhaps we are entering a new era in which women find that it really pays to dress for the man. If this is really so it will be a miracle of no mean importance.—*Retailing.*



## The Fascinating Fashions of Fall, 1937



*Left to Right*—Mrs. Linklater, Phyllis James, Lillian Haldarson, Ann Spencer, Ann Backman, Effie Morton, Betty Knox, Sybil Lay, Vivian Keeler, Sadie Green, Ena Hodges, Mora Brown, Eileen Cowie, Miss Pura, Marian Gordon, Florence Tallman.

## Cheveux de Cuivre—Simone Simon

*As Shown at the Paris Exposition*



We're airing our French a bit. Pictured above is one of the highlights of our fashion-opening windows—a replica of Simone Simon, the petite French motion picture star, whose lovely copper-toned curls and eyelashes are cleverly reproduced in fine copper wire.

Mlle. Simon's gown, also of copper-colored lame, was draped by Mr. Frank Spink. The gorgeous setting of grape vines was designed by Mr. Herman Carson. The grape vines are of metal tubing gradually reduced in size to

*(Continued on Page Twenty-Four)*

## "The Truth—The Whole Truth . . ."

*The Store's Reputation for Truth in the Printed Word—or Dependable Advertising*

—is one of its most priceless possessions. It is a heritage handed down to us by the founder, Timothy Eaton, whose whole life and work shows that he was transparently honest. Mr. Eaton believed in the "Greatest good to the greatest number," and he tolerated no deviation from the path of strict honesty and truth in all the Store's dealings.

The founder had strong convictions about advertising. He believed in straight-forward statements and plain speech. He called a spade a spade in order that there might be perfect understanding between buyer and seller.

How keenly Mr. Eaton felt about ethics in advertising is best summed up in an editorial that appeared in a Toronto newspaper on September 16th, 1895. To quote:

*"We want the truth told in the paper and in the Store and the truth is not always enough; we want you to feel it. We want to produce a correct impression which is the highest refinement of telling the truth. In other words, the very atmosphere of the department should wrap the customer around as with a mantle of truth. If you catch any department in the blunder of a price that is too high—just tell us."*

Today, forty-two years after, we find those high ideals steadfastly adhered to in every Eaton Store. Exaggerations, overstatements and elaboration of insignificant details are strictly ruled out.

When talking through type we strive to write advertising that pulls—but only incontestable truths are put down in black and white, and every word is subject to check and challenge. Through the experience of our buyers and the science of our Research Bureau we know our merchandise before we advertise it. Such is the Eaton policy in advertising. A policy laid down by the founder nearly seventy years ago—and also the corner stone of all honorable and successful business. Let us remember it always.

### CHECK AND DOUBLE CHECK!

Like other departments, the Advertising has its own intricate problems, sometimes all too little understood. An example of this is seen in an incident

related by *Entre Nous*, Eaton's, Montreal, reprinted below.

The importance of not only verifying colors, as in this instance, but also sizes, prices and all technical features in an advertisement before sending it to the Advertising Department cannot be too strongly emphasized.

Not only is resetting costly, but expensive errors can often be avoided at their source if ads., when first written, are carefully checked by department typists and ad. men.

### "She Thought She Had Red— But Hadn't!"

*"(Special to Department 'Ad. Writers'  
—by Dwitnow Isbest)*

"The first 'proof' read like this:

"Wool suits in blue, red, green, brown, navy, fawn, brown, yellow, grey, and black, some with contrasting skirts and pull-overs, others with contrasting stripes at waist, neckline and wrists. One style has been sketched for you by an Eaton artist. Sizes 14 to 20. Special Monday and Tuesday, each

"But alas, she had not verified the colors, sizes, etc., when preparing the ad. and now, on checking her merchandise, she found there was no red in the lot, so the ad. is corrected to this:

"Wool suits in blue, green, brown, navy, fawn, brown, yellow, grey, and black, some with contrasting skirts and pullovers, others with contrasting stripes at waist, neckline and wrists. One style has been sketched for you by an Eaton artist. Sizes 14 to 20. Special Monday and Tuesday, each

"Note particularly that a change of one word made it necessary to 'reset' an entire paragraph because every line is one solid piece of metal and one word from each line must be transposed to the line above. Six people are involved in her correction—herself, the advertising proofreader, the printer's compositor who scraps a pound of metal, the

*(Continued on Page Twenty-Four)*

A novel treatment was seen in the half-page newspaper advertisement run by a Michigan department store in celebration of George Washington's anniversary. The introduction and some of the "dud" items offered for sale are reproduced below.

### GEORGETTE— 45c YARD

Originally intended as lamp-shade lining. Might do for your cook's dress.

### STAMPED PIECES 10c

White elephants of long lineage. Dresses, vanity sets and pillow tops. Also a collection at 25c and 45c that we've spent lots of advertising money trying to sell.

### 15c YARD

A collection of impossible shades in old silk-line for covering blankets and some shoddy marquisette.

### 35c YARD

The quality of these chintz and cretonne pieces is all right, but the designer had a nightmare when he conceived them.

### BOYS' HATS—10c

Shopworn broadcloth headwear for small boys who don't care what they wear and will lose it anyway.

### DRESSES—\$1.25

Shop-worn dresses in the Thrift Shop that have been here longer than three months. Dimities that are washable and need it before wearing. Sizes 16-44.

### BABY DRESSES— \$1.00

Hand-made and from their appearance made by dirty hands—for they're soiled. Were \$2.95.

## Truth Day

*Upon Which Occasion We Relate Bare Facts About Some Merchandise Here and Price the Items Accordingly*

Tomorrow, anniversary of George Washington's birthday, is a time for truth telling if ever there was.

In this advertising office, we try to stick closely to facts, but usually seek the more pleasant ones to write . . . this time, however, we're exploding cruel adjectives, mean verbs and pungent adverbs . . . not to mention insidious nouns.

Here are mistakes in buying and selling. Here are white elephants and "dogs" of our retailing. We're tired of seeing them.

We don't want them. *We're going to get rid of them.* Their new price tags will convince you how sincere our intentions are.

Few departments are immune from mistakes. Few escape our public purging tomorrow when we take some wicked mark-downs but do a beautiful job of housecleaning.

Doors open at 8.30.

### ANTIQUE YARD GOODS—10c YARD

Before the boom stuff. Plaid gingham, printed calicos and Jap crepes that we tried hard to sell at 22c to 35c. Evidently they weren't worth it, but they might do as dusters at 10c yard.

### WOMEN'S SLIPPERS AND CHILDREN'S SHOES—\$1.00 PAIR

This footwear of former days was once supposed to sell for as much as \$4.50 pair. Ancient bedroom slippers and 4-6½ sizes in children's shoes.

### OUTCASTS IN SPORTS APPAREL— \$1.00 EACH

Here's a rare collection: 27 blue chambray middy suits, 11 pairs serge bloomers and 18 tuck-in blouses of dimity. Orphans might be glad to get them.

### HATS—\$1.00

Felt hats left from fall. Unpopular shades.

### RIBBONS, LACES 1c YARD

This satin ribbon will fall apart if you look at it. Laces are a little better.

### ACCESSORIES CLOSE OUT

A batch of old leather bags, 50c. Earrings that wouldn't go at a dollar, 25c. Fancy heel silk hose, 89c. 2 pairs soiled sox, children's sizes, 25c.

### TOILETRIES—10c

Bath salts, bottles of perfume, odd shapes of rouge, cracked refills. A hot-shot collection.

### KIDDIE KOOP—\$10

We've used it for display purposes and it's had hard usage. No top to it.

### SLIPS—50c

Six rayon crepe slips, all size 16, all in lurid pinky-rose shade.

### DRESSES—\$9.85

Last season's models that were up to \$29.50. Georgettes, printed silks, plain crepes. Sizes 14-42.

### NOVELTIES—25c

Doo-dads only; telephone books, address books, day-by-day books. Good for booby prizes at bridge.



## Quarter Century Honors Mount!

*Congratulations to the Following Fifteen Winnipeg Eatonians Who Each Completed Twenty-Five Years' Service with the Company During September*



- 1—Mr. Albert M. Mudge (Sept. 5th), Department 214B (Boys' Furnishings). Born at Peterborough, Ont.
- 2—Mr. Robert H. Hutton (Sept. 7th), Department 105 (Sales Audit). Born at London, England.
- 3—Mr. William McFetridge (Sept. 9th), Department 155 (Fire Inspectors). Born at Cushendall, Antrim, Ireland.
- 4—Mr. John Blair (Sept. 11), Department 268 (Basement Store). Born at Glasgow, Scotland.
- 5—Mr. George A. Trotter (Sept. 16th), Department 228 (Furniture). Born at Donegal, Ireland.
- 6—Mr. John R. Thom (Sept. 16th), Department 122A (Express Packing). Born at Dundee, Scotland.

- 7—Mr. Richard T. Armstrong (Sept. 18th), Department 204 (Jewelry). Born at Manitou, Manitoba.
- 8—Mr. Alexander Bewick (Sept. 18th), Department 221 (China). Born at Glasgow, Scotland.
- 9—Mr. William J. Gault (Sept. 19th), Department 118 (M.O. Complaints). Born at Castle Blaney, Ireland.
- 10—Mr. John P. Keane (Sept. 20th), Department 122D (Express Packing). Born at Dunmanway, County Cork, Ireland.
- 11—Mr. Edgar Thorp (Sept. 23rd), Department 122D (Express Packing). Born at Stalybridge, Cheshire, England.
- 12—Mr. Percy W. Hand (Sept. 23rd), Department 122B (Express Packing). Born at Marylebone, London, England.

*(Continued on Page Fifteen)*

## MISS ANN BARNETT HONORED WITH BANQUET AND PRESENTATION

On Thursday evening, September 16th, the Princess Tea Rooms were the scene of a delightful party in honor of Miss Barnett, head of 236 Work Room and a bride-elect of September.

Over one hundred of Miss Barnett's friends and business associates were present, and the many sentiments expressed showed the high esteem in which she is held by all who know her and have worked with her during her twenty-nine years' service with the Company.

Mr. S. Williams was chairman and Mr. H. N. J. Shaw made a presentation to the guest of honor. Letters and telegrams of congratulations were read from the following well-known friends and associates: Messrs. Austin Carter, H.B.C., Kamloops; H. Lennerton, Lethbridge; J. Muskett, Montreal; H. Wildman, Edmonton; R. L. Gilmour, Edmonton; J. Nimmo, Dauphin; W. Millar, Port Arthur; A. Patridge, Winnipeg; A. Cowley, Vancouver; H. Herbinson, Toronto; J. Blair, Winnipeg; J. Aker, Winnipeg.

The following artists provided an enjoyable programme: Miss Nellie Arnott, Miss Gladys Cooper, Mr. Donald Philip, Mr. Wm. Frame, and a dramatic group from 236 W.R.

"Barney" will be long remembered by all as a real friend and conscientious Eatonian. May she enjoy many years of good health and happiness.—(Contributed.)

## THE ART OF THINKING

"Mental development is greatest in those who have to meet new difficulties every day, and all routine workers need something to jolt them into thinking every now and then.

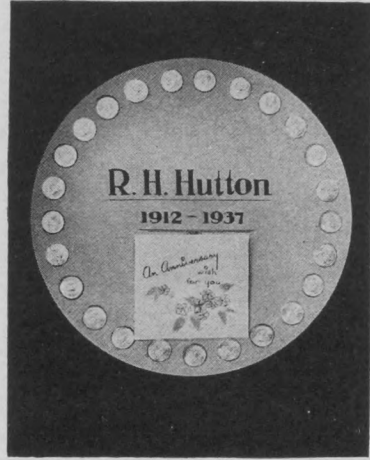
"Some accomplish this by reading books, by taking a different bus or tram, by visiting art galleries and going to unusual lectures."—*Selected.*

## Quarter Century Honors Mount!

(Continued from Page Fourteen)

- 13—Mr. William E. Cooke (Sept. 24th), Department 151 (Drivers). Born at Lachute, Quebec.
- 14—Mr. George Brackett (Sept. 25th), Department 122D (Express Packing). Born at Newport, Isle of Wight, England.
- 15—Mr. Ralph English (Sept. 26th), Department 151 (Drivers). Born at North Shields, Northumberland, England.

## A NOVEL TOKEN



Putting their heads together, the Sales Audit staff hit upon a novel way of expressing their good wishes to Mr. R. H. Hutton, Assistant Manager of the department, upon the occasion of his Quarter Century of Eaton service.

In addition to presenting him with a handsome floor lamp, they secured twenty-five brand, glittering new quarters from the Comptroller-General's Office and arranged in the form of a plaque, as pictured above. "Those quarters have never been in circulation," proudly remarked Mr. Hutton, "and I hope they never will be," he added fervently.

## PRIDE THAT HAD A FALL

A certain young married couple in London have a high sense of their own importance. The wife was holding forth at a dinner party on the inattention to them when they were trying to get a table for luncheon at a crowded restaurant.

"At last," she exclaimed, "I could stand it no longer, and I told my husband to insist on the manager being sent for at once and then to tell him who we were." At this point in the lady's story a bachelor peer leaned across the table and inquired blandly—"And who were you, may I ask?"—*Efficiency.*

A college student telegraphed a double chocolate soda for a present to his girl at Davenport. Costs were fifty-five cents for telegraph charges, and with other tolls the gift amounted to \$1.08.

—*Literary Digest.*

## Honorable Mention

*Tributes from the U.S.A., Saskatchewan and Troubled China!*

### Here's a Record!

"R.R. No. 1, Great Falls,  
"Montana, U.S.A.

"Dear Sirs—Enclosed money order to help cover mailing charges on your fall and winter catalogue.

"P.S.—*I have a suit of wool underwear I purchased from your firm the year I got out of the army.*"

\* \* \*

### Nice Work, Shoe Repairs!

"Francis, Sask.

"Dear Sirs—I sent you a pair of shoes to be repaired a while ago. I was more than pleased with the result. They were returned in splendid condition, and I want to express my thanks for repairing them in A1 condition.

"Sending you an order, enclosed.

"Thanking you."

\* \* \*

### From Troubled China



Miss Eba Cummings

From China comes an appreciative letter written by a young woman teacher on the staff of a mission school, to our Women's Coat Department. Written on the

boat, the letter was posted some weeks later in China. It reads:

"Weihwei, North Honan, China.

"Dear Mr. Howard—Here we are on the high seas and about half way to Yokohama. So far we have only had one day which made us wish we were safely somewhere—Canada or China or any place that did not leave! . . .

"Well, I found Mr. Matthews in Victoria, all right, and got my coat. It is just a perfect fit and looks lovely. That darker brown shade you suggested is just right. I am ever so proud of it. Thank you so much for all you did to fit me out, and will you please thank that nice Scotch girl for her share in making it a success too. Was Miss Cummings her name?"

When this customer called at the department in July the type of coat she wanted was not available. Samples were shown her, however, and she made a selection. Her measurements were then

taken and she left Winnipeg for Seattle to embark on the boat for China. In the meanwhile Mr. Howard had the coat made up locally and rushed to Victoria. Here, by special arrangements, it was delivered to the mission lady when the liner docked at Victoria for a two-hour period while enroute to China. Miss Eba Cummings is the saleswoman who left such a pleasing impression with the customer.

*A Salesman in the Women's Shoe  
Department Sends Us Highly  
Interesting Facts*

### DO YOU KNOW—?

That in our Women's Shoe Department you can purchase exclusive models as shown on Fifth Avenue, New York, just as soon as they are released by the designers?

That it requires 126 pairs of shoes in each pattern and only one pair of a size to cover the size range from sizes 3 to 10 and widths AAA to EEE? You can purchase any of these sizes in the collective range shown.

That the department is equipped in conjunction with the Shoe Repair Department to take care of orthopedic fittings and alterations? That every day they fit and fill chiropedic prescriptions for certain foot specialists in Winnipeg.

That the staff all have from eight to twenty-five years' experience as shoe fitters? Also that you need never buy a pair of shoes without having the fitting X-rayed on the latest type machine to insure proper foot comfort.

That the Eaton branded lines of women's footwear are the best values obtainable today in leathers—vouched for by experts in the shoe industry?

That complete lines of professional toe dancing and tap shoes are carried, and most of the shoes stocked are exclusive with Eaton's in Winnipeg? Nurses' footwear is carried to meet the needs of those who are on their feet for long periods at a time.



## The Value of Good Manners

*"What a rare gift is manners. Better for a man to possess them than wealth, beauty or talent."—Bulwer Lytton.*

There is nothing that costs less and at the same time is more value to you than good manners. They enrich your personality, give you poise and confidence, make you sure of yourself.

To be courteous and considerate no matter what the circumstances will make you friends wherever you go. Moreover, you will be conscious of a new sense of power and assurance in your contact with people.

Business people are instinctively attracted to the courteous, attentive man or woman who is firm without being insistent, pleasant without being flip-pant, polite without being servile. All other things being equal, they will turn to the one who has the nicest manner, the one whose personality impresses them most. He whose manners are faultless, who has confidence, poise and self-assurance is liked and trusted by all his business associates.

### *Don't Argue*

No good salesperson will argue with a customer, not only because it is bad policy to do so, but because his self-respect will not allow it. When doubt arises he will give the customer the benefit of it. The customer has a right to expect a firm to supply him with reliable commodities and to do it pleasantly. When you cannot agree with the propositions advanced in general conversation, be silent. If pressed for your opinion, give it with modesty. Never defend your own views too warmly. When you find others remain unconvinced, drop the subject, or lead to some other topic.

### *To Interrupt Betrays Ignorance*

Never interrupt a person who is speaking. It has been aptly said that "If you interrupt a speaker in the middle of his sentence, you act almost as rudely as if, when walking with a companion, you were to thrust yourself before him and stop his progress."

To listen well is almost as great an art as to talk well. It is not enough only



to listen. You must endeavor to seem interested in the conversation of others.

He is rarely popular who, in his conversation, makes others feel unhappy or uncomfortable.

Frankness and candor in speech are fine, but not the unthinking, reckless kind of frankness that *hurts* others.

Flattery, of a tactful sort, is sometimes useful in conversation. But too much flattery is like too much sugar—it sickens.

The well-bred person speaks quietly and distinctly. A loud voice is distracting to others.

Look at those who address you.

Don't clean or cut your nails anywhere but in your own room.

Don't wear or use a collar or handkerchief that is not perfectly clean.

Don't use a toothpick in public.

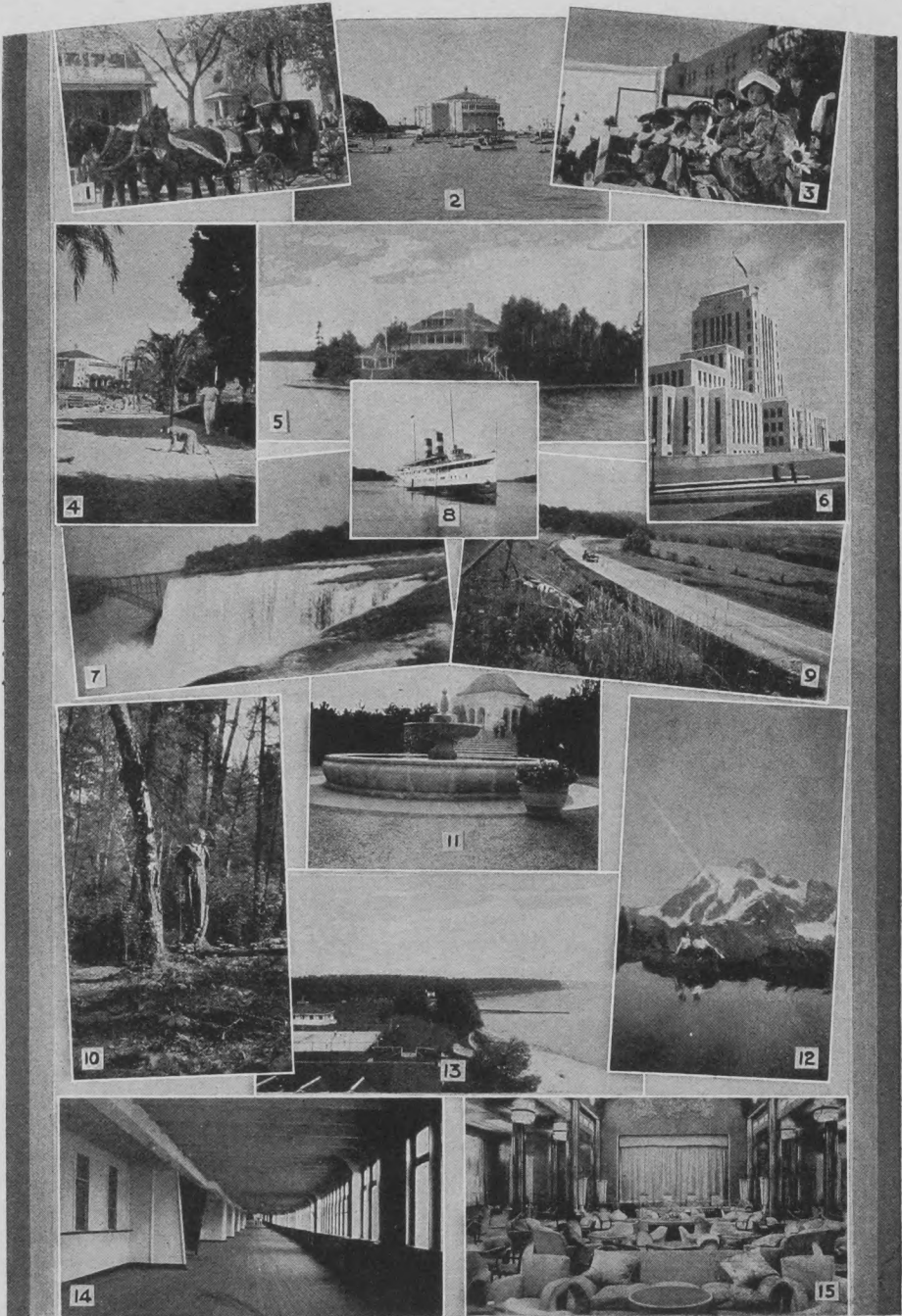
To yawn in the presence of others, to lounge, to put your feet on a chair, to do anything which shows indifference, selfishness or disrespect, is vulgar and inadmissible.

Try to cultivate a faculty for remembering names and faces. If unfamiliar with the name of a woman customer—don't, *by all means* don't address her as "lady"! Happily that cheap form of address is seldom heard at Eaton's. "Madam" is always the correct title.

*"For manners are not idle but the fruit of loyal nature and of noble mind."—Tennyson.*

## Vacation Trails

*More Snapshot Records of Happy Holiday Trails Taken by Eatonians*



*Description of Pictures on Page Nineteen*

## First Impressions

*A Word to Beginners on Appearance in Business—Slovenly Dress Suggests Slovenly Habits, and Carelessness in Dress Suggests Carelessness in Other Things*

Manner and dress mean more to the young man or woman seeking success in business than most beginners suspect.

This is the season when many young people are leaving schools and colleges behind and embarking on business careers. Since many of them come to Eaton's, a word on this subject may be helpful.

As to clothes, Dr. Crane says, "Extravagance is the greatest vulgarity." Anyone can fill his or her wardrobe with many fashionable dresses, blouses, suits, hats; but the really well-bred, sensible person selects just enough for personal needs, never purchasing more than can be afforded.

*The well-bred young lady at business* keeps her hair tidy and neat, her nails immaculate, her dress simple and inconspicuous, her manner quiet and courteous. She wears nothing that is grotesquely unsuited to store or office, but she shows a fine regard for the niceties of dress and permits no little carelessnesses. Good dressing is, after all, a combination of good taste and good sense, and surely neither taste nor sense

is evident in business dress that is more suited to the ballroom or the stage.

Sensible women do not accept the motion pictures dress as an index to style. The actress may be wearing gowns that are beautiful, effective, but they may not be in good taste.

*The true test of taste in the dress of a gentleman* is its entire harmony, unobtrusiveness and becomingness. If any friend should say to you, "What a handsome tie you have on," you may depend that a less handsome tie would be in better taste. Display, in short, is ever to be avoided, especially in matters of dress.

Men should dress well but inconspicuously. To be too much in the fashion is as vulgar as to be too far behind it. No really well-bred man follows every new cut that he sees in his tailor's fashion chart. Fingernails should be immaculate. Linens spotless. Clothes well brushed and shoes well shined. People are quick to notice such details, and the man who is faultlessly attired, carefully groomed, makes a good first impression on others.

## VACATION TRAILS

*Pictured on Page Eighteen*

- 1—"My lord, the carriage awaits." It was in this ancient equipage that Mr. Norman Gregg (227) drove away with his bride, early in September. Taken by Mr. Morgan (227).
- 2—Casino, Catalina Island, California, by Miss Seaman (116).
- 3—Japanese parade, Vancouver, by Mr. Morgan (227 W.R.).
- 4—Catalina Island, by Miss Seaman (116).
- 5—Boat House, Kenora, taken from the S.S. Argyle, by Mr. Farrow (1203).
- 6—City Hall, Vancouver, by Mr. Morgan (227 W.R.).

- 7—Niagara Falls, the American side, by Miss Grieve (116).
- 8—S.S. Cayuga, Toronto to Niagara, by Mr. Wright (6).
- 9—A Rhode Island, U.S., highway, by Mr. Buck (227 W.R.).
- 10—Coney Island, Kenora, by Miss Stoddard (234).
- 11—Peace Garden, Niagara Falls, by Mr. Wright (6).
- 12—Mt. Shukshun, Bellingham, Wash., by Miss Herring (1247).
- 13—Camp Morton, by Miss Whittam (116).
- 14—Promenade Deck, R.M.S. Queen Mary, N.Y. Harbor, by Vic. Weston (1248).
- 15—First-class Lounge, R.M.S. Queen Mary, by Vic. Weston (1248).



## Where Do We Get—SPONGES?

By Norman S. Brook, Research Bureau

Real sponges, as most everyone knows, are found on the ocean floor in tropical or sub-tropical regions. They grow in abundance along the shores of the Mediterranean and on the gulf shores of Florida; also on the shores of the Bahamas, Cuba and other islands of the West Indies.

### *What is a Sponge?*

The sponges we use in our bathtubs or for washing the car are actually the cleaned skeletons of a low form of animals (Spongidae). In appearance they resemble certain forms of plants, and grow attached to rocks, coral or shells. However, they do not take food through roots as plants do; moreover, sponge fibre—the skeleton structure—is definitely animal matter, as shown by chemical analysis.

The living sponge is a fleshy, rather soft gelatinous body, and may be any color from greyish yellow, shading through brown to almost black. It is covered by a skin which is dotted with numerous fine pores. Each pore leads to a minute inner chamber cell, which in turn opens into a canal that unites with other canals in the interior of the sponge, gradually enlarging until it reaches the skin again as a vent or "eye."

The walls of the minute chamber cells are covered with hundreds of microscopic lashes, called "cilia." These lashes are constantly beating to and fro, and thereby creating a current of water which enters at the pores and is passed through the canal system and finally out at the vents. As the water passes through the sponge, food and oxygen is taken out of it, and so the sponge lives and grows.

Very little is known about "the private life" of sponges. In many species, if not all, there are male and female sponges, the majority being females. Young sponges of these species are produced from eggs, and drift around freely in the water until they settle and attach themselves permanently to a favorable "foundation."

### *Sponge Fishing*

Three methods of gathering sponges are practised: 1, diving; 2, hooking or harpooning; 3, trawling or dredging.

The most expert sponge divers in the world are said to be Greeks. Natives of many islands around the coast of Greece are skilled in nude diving, and earn their living gathering sponges by this most ancient method. It is probable, however, that the majority of sponge divers of Greece or elsewhere, today, use the diving suit because of its many advantages.

Hooking or harpooning is a method only suited to relatively shallow and clear waters. Two men row or sail out to a suitable location, whereupon one of them takes position in the prow of the boat and begins searching the bottom of the water, using a "water-telescope." This is a simple device, being a tube of suitable length to reach from above the boat to just below the surface of the water. The lower end of the tube is sealed with clear glass. When the boat is manoeuvred to a point above a sponge which the lookout man has "spotted," hooks or a harpoon arrangement are lowered at the end of a 20-foot pole. Several poles of this length are carried in the boat with attachments whereby they may be connected up for hooking sponges at various depths.

Trawling or dredging is carried on from larger boats driven by power. A heavy rectangular drag is towed slowly over the sponge beds. The drag is designed to tear up the sponges and collect them in a net which is attached.

### *Preparation for Market*

After the sponges have been gathered they are exposed to the air for a short time, and then thrown into tanks of water to decay. At intervals they are beaten or trod upon to remove all the jelly-like internal tissue, together with the skin and any sand or other foreign matter. After being cleaned the sponges are hung upon strings to dry. They are

then sold to dealers, who may in turn cut or trim them to suitable size and shape or bleach them as required by the "trade."

#### *Commercial Varieties of Sponges*

The softest, finest and most expensive sponges for toilet purposes are the Turkey cup sponge and the Mediterranean or Turkey toilet sponge. The best of these are obtained along the eastern shores of the Mediterranean. Other well-known types are the "elephant's ear," American sheepswool, Florida yellow and Zimocca.

### EATON SOFTBALL LEAGUE

*By Wm. N. Clay*

The annual meeting and election of officers was held in the Club Rooms on Thursday, September 16th.

After this season's business was closed, Mr. Allan, in a few well-chosen words, thanked his executive for the fine support accorded him. Mr. Foster Johnson then took the chair for the election of officers, but before doing so, he added his thoughts of a very successful season.

#### *Officers Elected*

*President*—Mr. George Allan.

*Secretary-Treasurer*—Miss Florence Musgrove.

*Executive Members*—Mr. Wm. N. Clay, Mr. A. P. Cameron, Mr. A. Harding and Mr. George Poole.

Several suggestions for next season were tabled and laid over until the spring meeting.

The annual dance wind-up will be held during the week ending October 23rd, with Thursday the probable day. Novelties and ribbons will be a new feature of this year's wind-up at the Roseland Dance Gardens.

At the close of the play-offs two exhibition games were played between "A" and "B" Division Girls, and "A" and "B" Division Boys. Both were excellent contests which were well enjoyed by all.

#### *The Scores Were:*

*Girls*—Rogues, "A" Division, 17.

Gold Diggers, "B" Division, 9.

*Boys*—Maroons, "B" Division, 7.

Sioux, "A" Division, 6.

### ROLLER NEWS



With the fall season well on the way, many new faces are appearing at the Winnipeg Rink these

nights. Many members are taking full advantage of our new attendance contest and have not missed a night since the beginning!

To those members who have not heard of the contest the rule is simple—just come every club night and have your card punched and you will be sure of a prize.

Thursday evening, October 7th, the club will stage a gala night for members and their friends.

The big event of the evening will be a "hard-times" costume parade. Prizes will be awarded for the most original costumes, so plan yours now. There will be novelty events for everyone as well as first-class entertainment.

*Remember the date—October 7th—it's Eaton's night at the Winnipeg!*

### BEST+BEST=BEST!

"What's in a name?" asked Will Shakespeare some three hundred years ago. Well, if the shade of the immortal bard happened to be haunting Elmhurst Golf Links on September 16th, when the invincible Lyndy Bests (Junior and Senior) again romped home with the Father and Son Golf Trophy, he'd surely have admitted that there's plenty in a name—especially when it's lived up to!

The two Lyndys, who also captured this Eaton golf event in 1936, had a net score of 138—their nearest opponents were the two MacDonells with a net of 141.

*Lyndy Sr. 95*

*Lyndy Jr. 96*

*Handicap 53=Net score 138*

**Congratulations!**

*Village Councillor (opening new baths)—*  
"In declaring this building open, I hope you will all make use of it, as it is what has been needed for a long time."

*—"The Key of the House," Selfridge's.*

## Teco (Lethbridge) Golf Team Defeats Herald in Semi-Annual Competition



From left to right, bottom row—Harold Long, Geo. Robinson, Dinty Moore, C. R. Matthews, Edgar Middleton, Anne Miskulin, B. Northfield. Second row—W. Aitken, Ed. Davis, Sr., Bob Williams, Verle Johanson, Mrs. Dick Matthews, Paul Jones, Harry Forbes, Jack Randall, Phyllis Forbes, Jim Morgrage. Third row (kneeling)—Bert Wallis, Margaret Asplin. Fourth row—Geo. Davis, Bernard Simmons, Donald McNabb, Geo. Anderson, Dick Matthews, Don. Clarke, Horace Godsvalve, Ed. Soady, John Lawson, Kenneth Soady, Charlie Campbell, Bill Wade, Dorothy Cameron, Tom Evans, Dave Milne, Mrs. W. Aitken, Douglas Buchanan.

### Storemen Score Nine Wins Against Three for Journalists

Climax of a golf competition which has steadily grown in popularity since its inception, came during the week-end when the Herald and Teco golf teams journeyed to Waterton Lakes for the renewal of their semi-annual battle. The matches played over the narrow, tree-girt fairways of the Waterton course resulted in an overwhelming win for the storemen when they came through with nine victories, as compared to three for the newbies. The Teco win entitled them to possession of the Teco-Herald Challenge Cup, won by the journalists in the spring competition. . . .

Following competition of the matches in the afternoon, a driving competition was held. Supper was served in the cottage rented for the purpose in the town-site.

Winners for the two teams are listed as follows:

*Teco*—Bert Wallis, Bernard Simmons, Edward and Kenneth Soady, George Davis, Billy Wade, Don Clarke, Dinty Moore and George Robinson.

*Herald*—C. R. Matthews, George Anderson and W. Aitken.

Prize for low gross went to Bernie Simmons, of the Teco team, who fired an 82. W. Aitken and George Anderson, of the Herald, tied for low net with 62's, but a flip of a coin decided the issue in favor of Anderson.

A consolation prize went to Ed. Davis, Teco manager. A special prize was also presented Mr. Davis by C. R. Matthews, his perennial

opponent. It consisted of a "matched" set of woods—three wooden spoons.

Mrs. Dick Matthews won the ladies' prize for low gross.

Dinty Moore, Teco stalwart, poked out a 270-yard drive to win the driving competition for players with handicaps of 19 and under. Bernard Simmons was about five yards back in second place.

In the driving competition for players with handicaps over 19, John Lawson slashed a booming drive 296 yards down the fairway for the longest ball of the day. Dick Matthews was in second place, a yard back of Lawson.

Scene of the golfing tete-a-tete next spring between the two teams will be Blairmore, according to an announcement made by Manager Davis.

### SONG OF THE BLUFFER

"I, I, I,  
MY, MY, MY,  
I'M going to  
I'LL tell you  
I am. I am. I am.  
ME, ME, ME.  
MINE, MINE, MINE."

So much for the verse—

The chorus should be:

PHOOEY!  
P-H-O-O-E-Y !

—Amos Parrish Magazine.



## About Doughnuts and Cheese

### Whence Came the Doughnut?

"The use of doughnuts for the Lenten period received its initial launching in America as part of a Pennsylvania Dutch religious custom," says *Doughnut Magazine*.

Slightly more than 250 years ago, in the fall of the year, a small group of hardy German pioneers settled in Pennsylvania, at what is now called Germantown. These simple people, the Mennonites, were intensely religious and brought with them many sacred rituals and customs practised in their fatherland.

One of their most interesting customs, and one which became a permanent part of their ceremonies, was their celebration of Shrove Tuesday or "Fassnacht," by feasting on doughnuts. To these people the doughnut was a fine, edible food called a "fedkucha" during the rest of the year. But during Shrove Tuesday or "Fassnacht," the doughnut became an important part of their religious observances. The housewives would arise in the early hours of the morning, and mix, knead and fry

until at breakfast time great, fragrant heaps of doughnuts were piled on platters, awaiting the eager rush of the family to the breakfast table.

Today—though the doughnut remains the chief symbol of "Fassnacht," the baker has stepped in and removed a goodly part of the housewives' burden. The Pennsylvania Dutch housewife has realized—just as so many housewives throughout the country are discovering—that the modern automatic machine-made doughnut is just as fine and good a product as any they might make in their own kitchen.

### Cheese is Beneficial

Three of France's famous physicians, Doctors Raymond, Nicholas and Leblanc, find that cheese, with its ten times smaller volume than milk, is beneficial to dyspeptic and ulcerous patients. They claim that it is very nutritive, and easily assimilable. Not only that, but cheese passes from the stomach into the intestine much sooner than does meat. We presume that the doctors included Limburger.

### NOT HARD TO TAKE EITHER!

Peppermint hastens the emptying time of the stomach, particularly after a large meal with high fat content. Eating a mint after dinner makes you feel less full and distended. The reason for this is not clearly understood, but anyway, that's why they are called "after-dinner mints."

### A Big, Thick Book?

"Strong man, eh? So you can tear your telephone book in two with your bare hands?"

"Yah!"

"By the way, where do you live?"

"Podunk Centre."

—"Flash."

If you have ceased to smile, you have lost out in the game of life, no matter what your bank account may be.

\* \* \*

Doing favors is more fun than seeking them.

### Grammar Was Missing

"Are your father and mother in?" asked the visitor of the small boy who opened the door.

"They was in," said the child, "but they is out."

"They was in. They is out. Where's your grammar?"

"She's gone upstairs," said the boy, "for a lay-down."—*Literary Digest*.

### Incorrectly Correct

*Professor of English*—"Correct this sentence, 'Girls is naturally better looking than boys.'"

*Pupil*—"Girls is artificially better looking than boys."—*Calgary Herald*.

### Scant Covering

For her birthday little Pat had been given a ring, but much to her disappointment not one of the guests at tea noticed it. At last she could bear their indifference no longer. "Oh!" she exclaimed, "I am so warm in my new ring."

—*Quebec Chronicle-Telegraph*.

### PROBLEM DODGER

Once, after a big dinner—really, I ate enough to feed five Russians—I had a dream. At first I thought it was a silly dream, but on second thoughts it seemed to be not so silly.

I thought that as I was walking past a house a man came running through its garden, pursued by a strange animal as large as an Alsatian.

The animal sprang on him and knocked him down. Several other animals of the same sort dashed at him, but he dodged them and fled into the house.

As the animals paid no attention to me, I went into the house. I found the unfortunate man in a state of fear. His face was scratched and his clothes were torn.

"What animals are these?" I asked him.

"They are called Problems," he answered. "They are terrible. At first I had only one of them, and I could dodge it. But now I have six of them. What shall I do?"

"I'll make you a magic stick," I replied. I went to the back of the house and picked up a stout stick.

Then I took out my fountain pen and wrote this word on the stick—Decision.

"Now," said I, "take this stick and go out and face these Problem-animals. One blow from this stick will settle any one of them."

He took the stick and went out into the garden. In ten minutes he laid out all the six animals.

He came in with his face shining. "Wasn't it wonderful?" he said.

"Yes," I replied; "no Problem can ever overthrow a man if he strikes out with Decision."

—*The Efficiency Magazine.*

A Scottish undertaker, irritated by his slow payers, telephoned to one of them who had not paid the last instalment on his mother-in-law's funeral and said: "See here, if that five shillings isn't paid on Saturday, up she comes."

*Twenty-Four*

### SMILE AWHILE

Miss Winnifred Duffy, the young lady who sits behind the Information Desk at the Accounts Office, had a young lad of about sixteen years come up to her the other day and say, "I want to speak to the interviewer who talked to the fat lady yesterday."

—*Hamilton Bi-Weekly.*

### ARE YOU AN EXCEPTION?

Most of us like to avoid thinking whenever possible. Give a small boy the choice of running the errand or doing his homework and he will run the errand, because it requires less thought to run the errand. Unwillingness to think is a habit to which we cling even when we are grown up. Make yourself an exception by thinking—you will have the advantage from the start. Once you set yourself to the business of thinking about selling, or whatever else you are doing, it becomes keenly interesting.

—*Montreal Entre-Nous.*

### CHEVEUX DE CUIVRE— SIMONE SIMON

(Continued from Page Eleven)

give the natural effect. The leaves were cut from sheet metal and cleverly tinted by Mr. Carson in copper bronze tones. The gold grapes were used as a relief to the copper, thereby creating a slight vibration of color. Neon tubes behind rayon voile prevented a shadow being cast by the overhead light. The whole effect was truly lovely, much admired by thousands of passersby and a great credit to our Display Department.

### CHECK AND DOUBLE CHECK!

(Continued from Page Twelve)

linotype operator who 'resets' the 16 lines of type using a pound of new metal, the proof boy, the printer's proofreaders—all so that the customer won't see 'red.'

"We feel that if she knew what we know she would have made sure before writing 'red'."

Watch next month's *Contacts* for results, pictures of prize-winners and full details of the

### DRIVERS' ANNUAL BULB CONTEST

Details not available at time of going to press.

### DRIVER TED LYONS HONORED

Eaton customers who reside in the Royal Crest and Wellington Apartments pulled a happy surprise on Driver Ted Lyons when they presented him with a handsome silver tray on the occasion of his marriage late in September.

"In the six years Ted has been calling on us," one of the "conspirators" told *Contacts*, "he has always been most courteous and obliging, so we wanted to show our appreciation."

As an added touch, the names of Ted's patrons were inscribed on a beautifully designed scroll—the work of an artist living in one of the apartments.

### Answers to Questions on Page Seven

- |               |               |
|---------------|---------------|
| 1—Buoyant.    | 8—Resistant.  |
| 2—Vociferant. | 9—Mendicant.  |
| 3—Infant.     | 10—Emigrant.  |
| 4—Giant.      | 11—Hesitant.  |
| 5—Elephant.   | 12—Defiant.   |
| 6—Jubilant.   | 13—Consonant. |
| 7—Suppliant.  | 14—Adamant.   |
| 15—Ant.       |               |

### ODE TO A HORSE

Oh, horse, you are a wondrous thing. No horns to hank, no bells to ring. No license buying every year, with plates to stick on front and rear. No spark to miss, no gears to strip; you start yourself, no clutch to slip. No gas bills climbing up each day to steal the joy of life away. Your inner tubes are all okay, and thank the Lord they stay that way. Your spark plugs never miss or fuss; your motor never makes us cuss. Your frame is good for many a mile; your body never changes style.

No speed cops chugging in your rear, yelling summons in our ear. Your wants are few and easy met; you've something on the auto yet. —*Phoenix Flame.*

### BOWLING NEWS

The Mixed Five-Pin Club organized for the season at the annual meeting and election of officers, which was held on September 9th. Mr. Geo. Johnson was once again the unanimous choice for president and Syd. Gerrard as secretary. Due to the work involved, the post of treasurer was created a separate office, and once again Peggy MacDonald is in harness as the incumbent of this position. The remainder of the executive selected was: Misses Pat Scott, Goodie Goodman, Messrs. W. Curry, W. Patton, E. Westman, T. Scott, J. Brownrigg, Greg. Johnson, K. Coone and G. Robinson, publicity manager. Considerable ground work had been covered by Messrs. Geo. Johnson, Patton and Gerrard previous to the meeting, and we are a fortunate organization in having men of this calibre as executive officers. Forty-eight entries were accepted and, so that we may have a five-team representation in the Ruth Bannon Memorial event, it was decided to designate our organization as a five-league club. No. 1 league, formerly "A" Division, will function at the Saratoga and be composed of eight teams, while leagues 2, 3, 4 and 5 will play at the Bowladrome.

The king of indoor sports commenced the season's reign on September 21st, when the club had a very satisfactory first night. The form shown was of the usual early season calibre, although a few of the players rose to dizzy heights. For some unsolved reason the ladies' efforts in the way of high scores were more outstanding than the men's. Peggy MacDonald led in this respect with a total of 754, closely followed by Lil. Blondal's 736. Merle Newberry accounted for 699 and Jennie Abram, a comparatively new bowler, recorded 675. Reg. King topped the men's efforts with 749, followed by George Chambers and Walter Mills, each with 713, and George Richardson with 702. —W.R.





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